



**Working Together to Reduce Underage Drinking**

# Community Coalition

Grant Application 2007–08

**I**N AN EFFORT TO REDUCE UNDERAGE DRINKING throughout the Commonwealth, the Virginia Department of Alcoholic Beverage Control (ABC) is offering grants worth up to \$7,000. The Community Coalition Grant is offered annually to support collaboration between local businesses, community organizations and state agencies, as they strive to promote zero tolerance for underage alcohol consumption through the use of prevention initiatives that focus on environmental, educational and information dissemination strategies in their perspective communities. Funding for these grants is made possible through a federal grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP).

prevention



Apply for award





## What Is a Coalition?

A coalition is a committed, action-oriented group of individuals and/or organizations, in a community that works collectively toward a common goal on an on-going basis. Coalitions share in the decision-making and allocation of resources. A coalition will encourage and nurture collaboration between the community and key stakeholders in order to establish policies and programs that will benefit the entire community. These policies and programs will improve the social, cultural, economic and legal environments of underage youth in order to reduce the rate of high-risk and underage drinking.

## How to Apply

- Follow the instructions and guidelines in this brochure for submitting your application.
- Applications must be submitted to Virginia ABC by Friday, June 8, 2007 at 5 p.m.
- All grants will be awarded by July 13, 2007.
- The grant cycle runs from July 2007 through May 2008.
- Only one grant application per coalition is accepted.
- Virginia's local and state agencies, police departments, schools and 501C(3) non-profit community organizations are eligible to apply.
- Applicants are encouraged to involve their local ABC special agents, local law enforcement officers, local attorneys, judges, educators, licensees, state agencies, medical personnel and service organizations.

## Grant Priorities

Grant applications must:

- Establish a new or expand on an existing community coalition or partnership. The coalition should include key stakeholders who will have an impact on the development and implementation of state or local policies, programs that reduce or prevent high-risk drinking and programs that prevent underage drinking among youth.
- Promote Virginia laws through the coalition in an effort to deter or reduce the purchase, possession, use and sale of alcohol to underage individuals.
- Focus on the use of environmental prevention strategies to alter community mindsets and behaviors.
- Use education and prevention strategies to deter legal-age providers from supplying alcohol to underage individuals.

Grant applications may include but are not limited to:

- Community involvement projects for the prevention of tragedies associated with underage drinking.
- Education projects to create or reproduce materials related to the prevention of underage alcohol use and abuse.
- Enforcement projects that increase the role of law enforcement officers to deter use, purchase, possession, and/or sale of alcohol to underage youth. The coalition must demonstrate a collaborative partnership between the coalition and the local law enforcement.
- Parental involvement projects to increase awareness among parents on the extent, effects and consequences of underage drinking. If parents are the target audience for one or several initiatives, parents must be a part of the coalition. This must be demonstrated in the application.

**Grants totaling up to \$7,000 to reduce underage drinking in your community!**



# Completing the Application

## The Organization

The primary organization (e.g., school, organization name, not-for-profit group, etc.) will play the primary role in project leadership. The organization's federal tax ID number will be needed to process grant awards. The award checks will be made out to the organization named on the application. If the applying organization will not receive the funding, please specify the name of the organization and the contact person who will be fiscally responsible.

## Project Administration

The project coordinator listed will be ABC's contact for the project. The coordinator should be closely involved with all aspects of the project through its duration. He/she should be an administrator or teacher employed by or accountable to the organization. It is imperative that the contact person is accessible by phone and e-mail. This individual will receive notification letters and any additional requests from ABC. If the project coordinator changes during the grant cycle, it is his/her responsibility to notify ABC immediately.

## Application Formatting Directions

Please follow these formatting guidelines: [5 pts.]

- Type applications (12-point type, 1-inch margins).
- Number each page.
- Use the specified headings listed below. Provide thorough information in each section.
- Do not exceed 13 pages. This does *not* include letters of support.

## Project Description

The description of the project and plans for spending the funds should be well documented. [75 pts.]

**Summary of Current Prevention Efforts.** This summary should not exceed two pages. Describe the current alcohol prevention efforts underway in the community. Explain current efforts through this coalition. Show examples of collaboration among agencies and organizations and how the current efforts will fit in with this new project. How is your community using environmental strategies? How will this grant help the advancement of these strategies? [10 pts.]

**Executive Summary.** This summary should explain in

## Budget

Each applicant may apply for awards up to \$7,000. [10 pts.]

**Itemized Budget—Attachment C.** Provide an itemized list of expenses that will be incurred for each strategy or activity performed by the project. Any item listed in the budget **MUST** be mentioned somewhere in the grant initiatives and budget justification. [5 pts.]

**Budget Justification—Attachment D.** Provide a brief budget justification statement along with the proposed budget. The justification should clearly explain why each expense is necessary for the proposed project. Budget items may include, but are not limited to, instructional materials and supplies, media materials, marketing items, refreshments, printing, postage and overtime for law enforcement. The ABC grant does not cover pre- or post-prom parties, give-aways, graduation parties, operating expenses, personnel salaries or general conference attendance expenditures. It is important that all items listed in the budget are also documented in the project description. Due to limited funds, ABC reserves the right to partially fund some proposals. [5 pts.]

## Letters of Support

**Attachment E.** Five letters of commitment and support from existing or new coalition partners (e.g., citizens, supervisors, senior administrators, project partners and even national experts) must be included in the proposal. The letters should demonstrate how the partners or supporters would actively contribute to and/or participate in the coalition's grant activities. [10 pts.]

## Signature

The applying coalition/organization will serve as the fiscal agent for the program and therefore accepts fiscal responsibility for the funded project. The lead coalition/organization should review the application and sign on behalf of the coalition/organization. The project coordinator's signature is also required. If the project coordinator leaves the coalition for any reason, the chief executive officer of the applying organization will be held responsible for carrying out the remainder of the grant activities.

## Application Submission

Applicants must submit their completed forms and

one page the proposal of the grant. Include a brief summary of needs, goal(s) of this grant, desired outcomes and key activities proposed. [5 pts.]

**Goals, Objectives and Strategies.** State the goal(s) and objective(s) of the proposed initiative in measurable terms using the following components:

1. Identify the target audience.
2. Identify the issue or problem that will be addressed.
3. Identify the strategies that will be used to accomplish each goal and objective within the grant time frame.
4. Identify the expected behavior change or outcome(s) that will be achieved for each goal and objective.  
What is the desired behavior change? How will this change occur? How much will the behavior change? How will this change be measured?

After each objective, list the strategies that will be implemented. Indicate the start and completion dates within the grant time line, July 2007–May 30, 2008, for each. [20 pts.]

**Project Timeline—Attachment A.** The time line should be a separate component of the grant application. It should be inclusive of every goal and objective and the strategies for each. Include action steps, resources needed, responsible person, and the date each task is to be completed. [10 pts.]

**Evaluation—Attachment B.** Focus on the goal of the grant and describe the plan for evaluation. What is the end result? Concentrate on the objectives and the methods/strategies by which they will be assessed. Include a description and sample of all evaluation instruments utilized. The plan should include both qualitative and quantitative measures of evaluation. Include evaluation components within the time line. [20 pts.]

**Plan for Continuation.** Outline the plan for continuation after the grant funding has ended. [5 pts.]

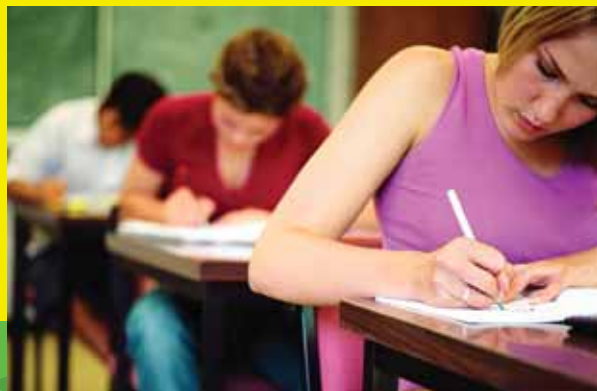
**Additional Funding.** Identify other related funding that has been or will be received by the coalition. Describe how programs and activities supported by those funds will be coordinated with the new programs and activities that are proposed in this application. New coalitions must identify any other expected funding sources. [5 pts.]

- Applicants must submit one original and four unbound copies of the grant application.
- ABC must receive your application by 5 p.m. on June 8, 2007. *The application deadline date is the date the application must be received, not the postmarked date.* Late submissions are ineligible for funding.
  - ABC cannot accept applications by facsimile or e-mail.
  - Repeat grant submissions *must* include an introduction detailing initiatives through past ABC grants to date. ABC reserves the right to deny funding to grantees that have not followed guidelines or procedures within current or previous grant agreement(s).
  - Send the application to:  
  
**Virginia ABC, Education Section,  
Community Coalition Grant Application,  
2901 Hermitage Road, Richmond, Virginia 23220  
Phone: (804) 213-4445**

## Proposal Evaluation

Program proposals will be evaluated on the following criteria:

- Innovative and creative ideas.
- Expected number of people reached through the proposed program.
- Demonstrated global community effort.
- Ability to show the link between enforcement and the community in combating underage drinking.
- Demonstrated ability to show a partnership between local law enforcement and the coalition if enforcement is a part of the grant.
- The extent to which the program addresses community need for underage alcohol prevention.
- Mechanisms within the plan to ensure effectiveness and accountability; samples of evaluation planned.
- An ability to demonstrate a group's readiness to start or expand a coalition.
- Strong evidence of coalition members' support (if the project is already funded, evidence that the existing group meets on a regular basis, or that a new group has already agreed to convene, will be vital in determining assignment of resources).
- Repeat grant submissions will be evaluated on progress made in previous grant cycles (special attention will be paid to whether reports have been received complete and/or on time).
- Program proposals will be viewed more favorably if the proposals demonstrate that various youth alcohol prevention/risk-reduction programs and activities are being well coordinated in the community.
- Evaluation is vital to the proposal explaining what will be done and how it will be measured.



Private



# Application

## Requirements If Funded

- After receipt of award, the coalition grantee will receive the first of two installments of the awarded budget. The second installment will be awarded after receipt, review and approval of the first progress report, which is due to ABC on December 7, 2007. ABC reserves the right to delay or deny awarding the remaining funds if the progress report is incomplete or unacceptable.
- After the award of funds, any program and/or budget change(s) must be submitted in writing to the ABC education coordinator for approval.
- Attendance at additional ABC-offered trainings (date and location TBA).
- Please send a final draft of all materials, which may be produced through this grant, to ABC for review before any final printing occurs.

## Reports

All reports will need to be formatted according to ABC's special requirements. This will be furnished to you upon the awarding of the grant. It is imperative that you follow ABC's reporting format. Failure to follow the format or tardy reports may hinder future funding opportunities.

**The Progress Report is due to the ABC Education section by December 7, 2007.**

**The Final Report is due to the ABC Education section by June 6, 2008.**

Two copies of all materials created, directly or indirectly, through this grant (press releases, news articles, brochures, posters, photos, etc.) are also to be included with your progress and final reports. Please be sure to file multiple copies.



# change

# Community Coalition

Grants are available for up to \$7,000. When completing this form, please refer to the "Completing the Application" section for detailed instructions.

## 2007-08 GRANT APPLICATION

### The Organization

Applicant organization: \_\_\_\_\_  
Mailing address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Federal tax I.D. no.: \_\_\_\_\_

### Project Administration

Project coordinator: \_\_\_\_\_  
Title: \_\_\_\_\_  
Mailing address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Daytime phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail address: \_\_\_\_\_

### Project Description

Project title: \_\_\_\_\_  
Project start date: \_\_\_\_\_ Project completion date: \_\_\_\_\_  
Project focus (*please check all the boxes that apply*): ☐ Education ☐ Enforcement ☐ Community involvement  
☐ Parent involvement ☐ Youth initiative ☐ Other: \_\_\_\_\_

### Budget

Amount requested from VA ABC: \$ \_\_\_\_\_  
Income from other sources. Cash: \$ \_\_\_\_\_ Other donations: \_\_\_\_\_

### Letters of Support

Please attach five letters of support from different offices, agencies or organizations. See instructions for more details.

### Signatures

Project coordinator: \_\_\_\_\_ Date: \_\_\_\_\_  
Name (please print): \_\_\_\_\_  
Chief executive officer: \_\_\_\_\_ Date: \_\_\_\_\_  
Name (please print): \_\_\_\_\_

The best way to ensure you have the latest information about the Virginia Department of Alcoholic Beverage Control (ABC) is to visit our Web site at [www.abc.virginia.gov](http://www.abc.virginia.gov). You may also contact us directly at the following:

ABC Education, 2901 Hermitage Road, Richmond, Virginia 23220  
Phone: (804) 213-4688, Fax: (804) 213-4457, E-mail: [education@abc.virginia.gov](mailto:education@abc.virginia.gov)

improve

# Community Coalition

Look inside for the 2007–08 Community Coalition Grant Application.



## 2007–08 Grant Time Line

**June 8, 2007 .....**Applications are due by 5 p.m.

**July 13, 2007 .....**Grant award letters are mailed.

**Summer 2007 .....**Evaluation workshop (Central location TBA)

**December 7, 2007 ..**Progress reports are due by 5 p.m.

**May 30, 2008 .....**Grant project ends. (All funding to be spent.)

**June 6, 2008 .....**Final reports are due by 5 p.m.



Virginia Department of Alcoholic Beverage Control  
Education Section / Community Coalition  
2901 Hermitage Road  
Richmond, Virginia 23220